

What We Claim Is:

1. A method for marketing in the wine/spirits industry, comprising:

receiving an offer from at least one wine/spirit suppliers to pay for a solicitation to at least one identified consumer of a participating retail wine/spirit establishment for a selected set of products;

communicating a set of possible product offerings from said at least one wine/spirit suppliers to at least one of said participating retailers of wine/spirits, where each said set includes a number of products;

receiving a communication from at least one said participating retailer agreeing to offer a subset of said set of product offerings at a sale price;

analyzing information related to said subset of said set of product offerings with a computer; and,

communicating said information related to said sales of said subset of said set of product offerings to an interested party.

2. The method as recited in Claim 1 wherein said interested party is a supplier of wine/spirits.

3. The method as recited in Claim 1 wherein said interested party is a wholesaler of wine/spirits.

4. The method as recited in Claim 1 wherein said interested party is a participating retailer of wine/spirits.

5. The method as recited in Claim 1 wherein information related to said subset of said set of product offerings is selected from the group consisting of inventory information, sales information, retail customer profile, product profile, geographic profile, ranking of acceptance of the subset of sales offers, discounts, display locations, advertising, sales personnel, retailer profile, wholesaler profile, supplier profile, retail store mapping, promotional profile, and communication efficacy.

6. A method for marketing in the wine/spirits industry, comprising:

communicating a set of possible product offerings to a channel hub for communication to at least one of said participating retailers of wine/spirits, where each said set includes a number of products;

receiving a communication from said hub that at least one said participating retailer agrees to offer a subset of said set of product offerings at a sale price; and,

analyzing information provided to said hub from said participating retailer related to said subset of said set of product offerings with a computer.

7. The method as recited in Claim 6 wherein said information related to said subset of said set of product offerings is selected from the group consisting of retail customer profile, retail inventory information, retail sales transaction information, advertising, wholesaler performance information, retailer performance information, promotional performance information, promotional profile information and geographic profile information.

8. A method for marketing in the wine/spirits industry, comprising:

receiving a set of possible product offerings from a channel hub intended for at least one participating retailer of wine/spirits, where each said set includes a number of products;

promoting a subset of said set of product offerings to said at least one said participating retailer; and,

receiving a communication from said channel hub that at least one of at least one said participating retailer agrees to offer a subset of said set of product offerings at a sale price; and,

analyzing information provided to said hub from said participating retailer related to said subset of said set of product offerings with a computer.

9. The method as recited in Claim 8 wherein said information related to said subset of said set of product offerings is selected from the group consisting of retail customer profile, retail inventory information, retail sales transaction information, advertising, supplier performance information, retailer performance information, promotional performance information, promotional profile information and geographic profile information.

10. A method for marketing in the wine/spirits industry, comprising:

receiving an offer sent by a channel hub for a selected set of products provided by a supplier of wine/spirits;

selecting a subset of said selected set of products to offer for sale to retail consumers at a sale price, where each said subset includes a number of products;

communicating said selected subset of said selected set of products to said channel hub; and,

analyzing information related to said subset of said set of product offerings with a computer.

11. The method as recited in Claim 10 wherein said information related to said subset of said set of product offerings is selected from the group consisting of retail customer profile, product profile, geographic profile, ranking of acceptance of the subset of sales offers, discounts, display locations, advertising, sales personnel, retailer profile, wholesaler profile, supplier profile, promotional performance information, promotional profile, retail store mapping, and communication efficacy.

12. A method of communication in the wine/spirit industry, comprising transmission of a customized promotional offer created at least in part by a computer, from a channel hub directly to consumers of retail wine/spirit establishments, where said transmission is paid for by a supplier of wine/spirits.

13. A method of communication as recited in Claim 12 wherein said transmission is made over a global information network.